



January 22, 2018

TO: Parish of Natchitoches President and Council Members

FR: Tony Davis, Executive Director, NCA

SU: Economic Development activity review

The Natchitoches Community Alliance Foundation, Inc. (NCA) was established to support economic development and workforce solutions for Natchitoches Parish, inclusive. The primary activities of the NCA is directed by contract for service agreements, including the agreement with the Parish of Natchitoches. Below is an update on our provided services through the memorandum of understanding (MOU) between the Parish of Natchitoches and the NCA dated July 23, 2015.

Action Item: Enhance and maintain parish wide economic development website

The NCA website, marketing, and brand images and materials were established and a new website, "NCA-La.com", all became public in August 2016; the focus is on the parish at-large. The website and associated branding builds a professional image for Natchitoches Parish and our economic development efforts. In addition, the site provides an excellent "front door" for site selectors, businesses, and economic development professionals to view who we are and what we have to offer—from quality of life to education to workforce training to industrial sites.

The site continues to be edited, with new information being added and older information being updated regularly. In addition to the original scope of information, the site will also serve as the online home of the Advanced Manufacturing Technician (AMT) program, a partnership between the Louisiana FAME, NSU, and CLTCC.

The NCA is also a working member of the marketing committee of the Historic District Development Commission (HDDC) developing a new "brand" and image for Natchitoches. While the Commission is working to develop this brand, most of which revolves around tourism and history, I have been part of the discussion to ensure that the strong healthcare and manufacturing sectors of Natchitoches parish are not lost. Once the project is complete within its original scope, the NCA will look to complement this work through its own marketing of the employer strengths in the region.

Action item: Respond to request for proposals (RFPs)

State:

The NCA continues to use the Louisiana Economic Development (LED) RFP process to develop business leads at the state level. We have established strong relationships with LED business analysts, recruiters, and members of the Business Expansion and Retention Group (BERG), and leverages these for Natchitoches. To this end, I now coordinate all LED visits to local industry for annual visits, as well as attends those meetings, thus providing the employer with a state and local contact to provide support. I strongly expect these meetings, which have been held throughout 2017, will result in significant returns for 2018 and beyond.

Region:

The NCA is actively involved with our regional economic development partners, the Central Louisiana Economic Development Alliance (CLEDA) and the North Louisiana Economic Partnership (NLEP). CLEDA is



based out of Alexandria and serves 10 parishes; NLEP has offices in Shreveport and Monroe and serves 14 parishes. I serve on both the CLEDA Board and the Board of Directors for NLEP. This greatly helps to ensure we build and maintain relationships with regional partners, which provide resources to assist with site development and RFP responses, as well as some workforce training programs.

Parish and surrounding area:

The NCA is becoming a noted resource for local businesses that are growing or expanding; additionally, the largest employers in the parish now recognize NCA as the local economic development organization (EDO) and maintain regular communication with the NCA as a resource and problem-solver.

Currently, the NCA has proposals out on several projects:

- Manufacturing - 4 projects
- Distribution / Services - 1 projects

Of these five projects, one has narrowed their search to only Natchitoches but not progressed to a site visit. Two of them have progressed beyond initial inquiry. In addition to these projects, I maintain regular communication with several developers in central and northwest Louisiana that are exploring Natchitoches more and more as an opportunity for their clients.

Please review this update and let me know if you have any questions. Thank you for leadership and support of the NCA to provide these services to enhance all of Natchitoches Parish.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Tony Davis", is written in a cursive style.

Tony Davis
Executive Director